

Report Date: 21 Jan 2014

**Summary Report for Individual Task
805B-79R-3202
Conduct Area Canvas (ET)
Status: Approved**

DISTRIBUTION RESTRICTION: Approved for public release; distribution is unlimited.

DESTRUCTION NOTICE: None

Condition: As an engagement team member with a planned canvassing event, you have full access to reference material and required equipment. You have access to leader guidance and direction

Standard: Conduct area canvas, which results in lead generation and an increased awareness of Army programs. Successful completion will include:

Preparing a detailed canvassing strategy
Conducting an organized canvassing effort
Documenting newly cultivated leads and centers of influence (COI) and very important people (VIP) into Recruiter Zone (RZ)/Update existing COI/VIPs
Participating in an after action review (AAR) with the center commander

Special Condition: None

Safety Level: Low

MOPP:

Task Statements

Cue: None

DANGER

None

WARNING

None

CAUTION

None

Remarks: None

Notes: None

Performance Steps

1. Prepare a detailed canvassing strategy.

- a. Devise a strategy that will synchronize area canvassing operations with prospecting and other recruiting activities.
- b. Gather information that reflects the area's historically popular enlistment options.

- (1) Current and previous high school/college folders.

- (2) USAR Unit Folder

- (3) Situational awareness briefing from station commander

- (4) Center for Army Research (CAR)/G2 Web site

- c. Compile Recruiter Publicity Items (RPI) and posters that highlight and reinforce the area's popular enlistment options.

- d. Determine what areas lack a proportionate number of COI/VIPs and plot a contact strategy for each of the previously identified zones.

- e. Identify service industry hiring practices, wages, turnover, employee profiles, shift, schedules, and volume of employment by type of business for each of the previously identified zones.

- f. Plan detailed travel route through previously identified zones to maximize Army visibility and contacts with potential prospects and COI/VIP.

2. Conduct an organized canvassing effort.

- a. Place appropriate posters in high visibility areas.

- (1) Record location and date in the planning tool or locally prepared canvassing file. Annotation should include POC for location and date of posting.

- (2) Check posters periodically for condition and replace when necessary, or when new information indicates that a change in advertisement may produce better results.

- b. Stock high visibility locations with RPI that advertise the area's popular enlistment options.

- (1) Document RPI type, quantity placed, location and date.

- (2) Check RPI racks frequently to determine use (brochures) and replenish with new or different types as necessary.

- (3) Use the small take one RPI instead of the larger "brochure" type. The smaller RPI stimulate curiosity and generate call-ins/walk-in to recruiters. (Use the large brochure type as evidence in the Army Interview or for use in providing information to COI/VIP during presentations).

- c. Tell the Army Story to people of all ages, backgrounds, and occupations to cultivate new leads.

- (1) Obtain name, address and or phone number to follow up for possible commitment to an Army Interview.

- (2) Determine the best time to contact the lead. (Could be future prospect or COI/VIP)

d. Structure the canvassing effort to include contact with the potentially large volume of service industry employees that work at night.

e. Establish a predictable, same time at the same location, canvassing pattern/routine to enhance lead generation, (e.g. "The recruiter is usually here on Tuesday afternoon").

f. Provide business cards at all appropriate locations and begin COI/VIP development as indicated.

(1) Local business.

(2) Community clubs, groups, and civic organizations.

(3) Local government offices.

(4) Newspaper companies.

(5) Radio and television stations.

(6) Any other establishment with the potential to influence the market or provide referrals.

3. Document newly cultivated leads and COI/VIPS into Recruiter Zone and update existing COI/VIPs that may have been contacted while canvassing.

4. Participate in AAR with Station Commander.

(Asterisks indicates a leader performance step.)

Evaluation Guidance: None

Evaluation Preparation: None

PERFORMANCE MEASURES	GO	NO-GO	N/A
1. Prepared a detailed canvassing strategy.			
a. Divided the recruiting zone into multiple areas to take advantage of canvassing in conjunction with prospecting and other recruiting activities.			
b. Gathered information that reflects the area's historically popular enlistment options.			
(1) Current and previous high school folders.			
(2) Future Soldier Tracking Log.			
(3) Center for Army Research (CAR)/G2 Web site			
c. Compiled Recruiter Publicity Items (RPI) and posters that highlight and reinforce the area's popular enlistment options.			
d. Determined what areas lack a proportionate number of COI/VIPs and plot a contact strategy for each of the previously identified zones.			
e. Identified service industry hiring practices, wages, turnover, employee profiles, shift, schedules, and volume of employment by type of business for each of the previously identified zones.			
f. Planned detailed travel route through previously identified zones to maximize Army visibility and contacts with potential prospects and COI/VIP.			
2. Conducted an organized canvassing effort.			
a. Placed appropriate posters in high visibility areas.			
(1) Recorded location and date in the planning tool or locally prepared canvassing file. Annotation should include POC for location and date of posting.			
(2) Checked posters periodically for condition and replace when necessary, or when new information indicates that a change in advertisement may produce better results.			
b. Stocked high visibility locations with RPI that advertise the area's popular enlistment options.			
(1) Documented RPI type, quantity placed, location and date.			
(2) Checked RPI racks frequently to determine use (brochures) and replenish with new or different types as necessary.			
(3) Used the small take one RPI instead of the larger "brochure" type. The smaller RPI stimulate curiosity and generate call-ins/walk-in to recruiters. (Use the large brochure type as evidence in the Army Interview or for use in providing information to COI/			
c. Told the Army Story to people of all ages, backgrounds, and occupations to cultivate new leads.			
(1) Obtained name, address and or phone number to follow up for possible commitment to an Army Interview.			
(2) Determined the best time to contact the lead. (Could be future prospect or COI/VIP)			
d. Structured the canvassing effort to include contact with the potentially large volume of service industry employees that work at night.			
e. Established a predictable, same time at the same location, canvassing pattern/routine that enhanced lead generation			
f. Provided business cards at all appropriate locations and begin COI/VIP development as indicated.			
(1) Local business.			
(2) Community clubs, groups, and civic organizations.			
(3) Local government offices.			
(4) Newspaper companies.			
(5) Radio and television stations.			
(6) Any other establishment with the potential to influence the market or provide referrals.			
3. Documented newly cultivated leads and COI/VIPS into Recruiter Zone and updated existing COI/VIPs that may have been contacted while canvassing.			
4. Participated in AAR with Station Commander.			

Supporting Reference(s):

Step Number	Reference ID	Reference Name	Required	Primary
	USAREC MANUAL 3-0	Recruiting Operations	Yes	No
	USAREC MANUAL 3-01	The Recruiter Handbook	Yes	No

Environment: Environmental protection is not just the law but the right thing to do. It is a continual process and starts with deliberate planning. Always be alert to ways to protect our environment during training and missions. In doing so, you will contribute to the sustainment of our training resources while protecting people and the environment from harmful effects. Refer to FM 3-34.5 Environmental Considerations and GTA 05-08-002 ENVIRONMENTAL-RELATED RISK ASSESSMENT. Environmental protection is not just the law but the right thing to do. It is a continual process and starts with deliberate planning. Always be alert to ways to protect our environment during training and missions. In doing so you will contribute to the sustainment of our training resources while protecting people and the environment from harmful effects.

Safety: In a training environment, leaders must perform a risk assessment in accordance with FM 5-19, Risk Management. Leaders will complete a DA Form 7566 COMPOSITE RISK MANAGEMENT WORKSHEET during the planning and completion of each task and sub-task by assessing mission, enemy, terrain and weather, troops and support available-time available and civil considerations, (METT-TC). Note: During MOPP training, leaders must ensure personnel are monitored for potential heat injury. Local policies and procedures must be followed during times of increased heat category in order to avoid heat related injury. Consider the MOPP work/rest cycles and water replacement guidelines IAW FM 3-11.4, Multiservice Tactics, Techniques, and Procedures for Nuclear, Biological, and Chemical (NBC) Protection, FM 3-11.5, Multiservice Tactics, Techniques, and Procedures for Chemical, Biological, Radiological, and Nuclear Decontamination. "Everyone is responsible for safety. A thorough risk assessment must be completed prior to every mission or operation."

Prerequisite Individual Tasks : None

Supporting Individual Tasks : None

Supported Individual Tasks : None

Supported Collective Tasks : None

ICTL Data :

ICTL Title	Personnel Type	MOS Data
79R - Recruiter (ET) - SL3	Enlisted	MOS: 79R, Skill Level: SL3